

05.13-15.2008

Your Ticket to Success!

Downtown Revitalization Training Institute

Registration Form

YES! I would like to register for the Annual Downtown
Revitalization Training Institute.

*Downtown Revitalization
Training Institute*

*May 13-15, 2008
Wenatchee, Washington*

05-08

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Downtown Revitalization Training Institute

About the Institute: This exciting training opportunity brings together outstanding specialists in the field of downtown revitalization. Participants will learn about the Main Street Approach™ to downtown revitalization with sessions for the novice and experienced alike. A variety of topics within the areas of organization, promotion, design, and economic development are covered. The format includes walking tours, lectures, workshops, and networking time. Please join us for this very special, one-of-a-kind conference!

Who Should Attend: Staff and volunteers of organizations focusing on downtown economic development, downtown business and property owners, government leaders, and others with an interest in the future of downtown will benefit from attending this conference.

Registration: Fees are described on the registration form. Tier System members must register by **April 22** to take advantage of the special rate. For a copy of the current Tier System Network list, go to: www.downtown.wa.gov.

Our Host Community: Centrally located in the heart of Washington, downtown Wenatchee is rich with treasures to discover. From incredible historic buildings and exquisite public art to scores of boutique shopping, dining, and entertainment venues, downtown has something for everyone.

Highlights

Opening Night Reception: Join your counterparts from around the state for an early evening social gathering sponsored by the Wenatchee Downtown Association.

Keynote Address: Presenter Michael Meines will surely entertain you with wit, wisdom, and humorous anecdotes to punctuate his “I Contact” philosophy of positive selfishness - going out of your way because it makes you feel good - which results in positive customer service. Learn how to “talk the talk” in customer service and then how to “walk the walk.”

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Preliminary Program

Tuesday, May 13

- 1:30 pm** Registration begins
- 3:00-4:30 pm** Opening Remarks and Welcome, Keynote Address
featuring Michael Meines, "I Contact" – It's All About You!
- 5:00 pm** Opening Night Reception

Wednesday, May 14

- 8:30-10:00 am**
- Brand and Destination DNA
 - The Case for Art
 - The Main Street Approach™ to Downtown Revitalization Overview
 - Tour: Integrating Public Space and Parks into the Fabric of Downtown
- 10:30-Noon**
- Organization 101
 - Connecting with Women Customers
 - Using Comp Plans to Help Achieve Downtown Goals
 - Tour: Conversion of Industrial Buildings in the Warehouse District
- 1:30-3:00 pm**
- Design 101
 - Seven Components of a Healthy Downtown
 - Board Roles and Responsibilities
 - Tour: History of Downtown Wenatchee
- 3:30-5:00 pm**
- Promotion 101
 - Pigeons or Profit: Upper Floor Renovations
 - Are We Too Small to Revitalize Our Downtown?
 - Tour: Creating a Flourishing Environment for the Arts
- 5:30-6:15 pm** Social Time
- 6:15 pm** Evening Banquet and Awards Program

Thursday, May 15

- 8:30-10:00 am**
- Economic Restructuring 101
 - Preparing for Disaster: It's Your Business
 - Identity Theft and Retailing
 - Tour: The Changing Face of Downtown through Building Renovations
- 10:30-Noon**
- The Economic Value of Historic Preservation
 - Working with Your Transportation Partners
 - When Hollywood Comes to Town

Highlights Continued...

Walking Tours: Explore Wenatchee's downtown business district for ideas to bring home and implement in your own community. Participants will have an opportunity to take various walking tours offered during the conference. On-site registration for the tours will be available at check-in on a "first to sign-up" basis. Please note tours have filled up quickly in the past.

Awards Banquet: You won't want to miss this year's Excellence in Downtown Revitalization Awards program and banquet. This event celebrates and recognizes outstanding accomplishments in downtown revitalization throughout our state.

Major Sponsors:

Washington State Dept. of Community, Trade and Economic Development
Wenatchee Downtown Association
City of Wenatchee

Attire: Please dress comfortably. Casual or casual business attire is recommended for the entire conference.

Special Needs: Conference sites are fully accessible. Sign language interpreters and materials in alternate format are available. Please call the Washington State Main Street Program at 360-725-4026 at least two weeks in advance to request special accommodations.

Lodging: While there are many lodging options in the area, arrangements have been made with the Coast Wenatchee Center Hotel in the heart of downtown Wenatchee to offer special rates to conference participants. Special rates are available through April 25 on a space available basis. Call now to reserve your room!

The Coast Wenatchee Center Hotel
201 North Wenatchee Avenue, 98801
509-662-1234
Single/Double: \$85 plus tax
Gvmt. Rate Single: \$70 plus tax



STATE OF WASHINGTON
DEPARTMENT OF COMMUNITY,
TRADE AND ECONOMIC DEVELOPMENT

05.13.15.2008

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Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-mail Address: _____

Registration Fees:

Tier System Member Special Rate (must be received by April 22)

☐ Conference and banquet \$125

Regular Rate (after April 22 and for non-Tier System Members)

☐ Conference and banquet \$150

☐ Banquet only (and not attending the conference) \$25

☐ Special Dietary Needs: _____

Method of Payment:

☐ Check # _____ (make check payable to CTED)

☐ Purchase Order # _____

Please note we are not able to take credit cards.

Total Amount Enclosed: _____

Mail Registration and Payment to:

CTED, Washington State Main Street Program

PO Box 42525

Olympia, WA 98504-2525

Telephone: 360-725-4026

Reference #7G3B0170

Please Photocopy For Multiple Registrations.